

# HOW TO INCREASE YOUR SALON PROFITS IN JUST 30 DAYS?

## 1) CREATE ON-DEMAND BEAUTY APPS



People prefer to book their salon appointments online as they don't want to get in the hassle of calling the reception. It is seen that 25% of millennials prefer to book their appointments online. It's important to have 24-hour Uber for beauty at your salon, otherwise, soon you will be out of the business.

## 2) LOYALTY PROGRAMS



It is one of the salon marketing strategies and is a good way to increase the number of visits. It works for every sector even beauty salons. Well, a designed loyalty program can increase the average salon revenue by 5%. You have to be smart while designing a loyalty program.

## 3) SET UP A SELFIE STATION AT YOUR SALON



These days it's all about good looks and boasting that on social media. So, get the best lighting and set up a small area where your customers can take selfies of their new look. They will be surely posting on their social media, tell them to use your salon's hashtag and tag your account.

## 4) GET THE BEST PICTURES ON SOCIAL MEDIA



People have become social media savvy. You need to upload the best pictures on your social media so that people consider you for their upcoming salon services. For this, you need to train your stylist to capture the best photos and use those to draw attention.